



Consumers advised to avoid consuming Crystal Ball Farms brand 2% Reduced Fat Milk

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MADISON – Food safety officials at the Wisconsin Department of Agriculture, Trade and Consumer Protection are advising consumers to avoid consuming Crystal Ball Farms brand 2% Reduced Fat Milk sold in one-half gallon and quart size glass bottles with a sell-by date of 6/24/2013. No illnesses have been linked to this product, but a routine inspection by staff revealed that records could not verify that the milk had been properly pasteurized.

Crystal Ball Farms is located in Osceola, Wisconsin and distributes primarily in Northwest Wisconsin and Northern Minnesota. Crystal Ball Farms is contacting retail stores and voluntarily recalling the product.

Customers who have the 2% reduced fat milk product at home should return it to the store from which they purchased it. Crystal Ball Farms reports that about 448 one-half gallons and 36 quarts of product were produced with the 6/24/2013 sell-by date, which is located on the cap of the glass bottle.

Pasteurization is the process of heating milk for a set period of time to a set temperature to kill bacteria. By heating the milk, bacteria that can cause human illnesses are killed or inactivated. Pasteurization has been used for decades to kill bacteria when milk is processed for bottling or the production of other dairy products.

Inspectors from both states will be verifying that this product has been removed from the marketplace.

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